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fashion calendar

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

1953

january

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1954

35 west 53rd street • new york 19 • circle 7-4447

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE

WEEK BEGINNING MONDAY, AUGUST 10, 1953

BACK-TO-SCHOOL AND COLLEGE SHOP OPENINGS & SHOWINGS

Monday August 10 10:00 A.M.	MARTIN'S (BROOKLYN) Press preview of college fashions at Martin's. By invitation. Public showing, Wednesday, August 12 at 2:30 P.M. on 5th floor. Publicity: Rita Dobbins, TR. 5-3100, Ext. 355.		6TH FLOOR
Beginning Monday August 10- August 27	COLLEGE-CAREER FASHION SHOWS Aug.10: 12:30-2:00 P.M. - "Red Ink" color promotion. Aug.13: 5:30-7:30 P.M. - Knit and cashmere fashions. Aug.17: 12:30-2:00 P.M. - Fashionsin leather; British Brevitt shoes. Aug.20: 5:30-7:30 P.M. - Sportswear fashions; Greta Plattry in person. Aug.27: 5:30-7:30 P.M. - Precious fiber fabrics in coats and suits. Open to public. Contact: Feature Events Dept., TR. 5-7200, Ext. 662.	ABRAHAM & STRAUS	3RD FLOOR & 4TH FLOOR
Monday August 10 2:30 P.M.	GIMBELS Press preview of Gimbels' college fashions. By invitation only. Publicity: Alan Koehler, LO. 5-1500, Ext. 600.		3RD FLOOR
Monday August 10	L. BAMBERGER & CO. (NEWARK) Opening of College Shop. Publicity: John Von Arnold, MArket 2-1212.		3RD FLOOR
Tuesday August 11 9:45 A.M.	BEST & CO. Breakfast preview for the press of off-to-school fashions. By invitation only. Publicity: Gay Stearns, PL. 9-2000.		13TH FL.-CONF. ROOM
Monday August 17 11:30 A.M.	B. ALTMAN & CO. Informal showings every half hour from 11:30 A.M. through 2:00 P.M. in College Shop, 3rd floor. Publ.: Eleanor Horton, MU. 9-7000, Ext. 412.		3RD FLOOR
Tuesday August 18 10:00 A.M.	MARTIN'S (BROOKLYN) Martin's will present back-to-school fashions for teens to the press. By invitation. Public showing Thurs., Aug. 20 at 2:30 P.M. on 4th floor. Publicity: Rita Dobbins, TR. 5-3100, Ext. 355.		6TH FLOOR
Wednesday August 19 2:30 P.M.	KRESGE-NEWARK "Fashion Reports to College"--College Board will model fashions at Kresge-Newark. Press invited. Open to public. Publicity: Constance Bray, MItchell 2-8000.		3RD FLOOR
Monday August 24 10:30 A.M.	ALEXANDER'S DEPT.STORES Breakfast preview for the press of campus and career fashions. By invitation. Fashion Director: Lita Hassard, CY. 8-2000,Ext. 92 or 41.		860 5TH AV.APT.11-L

August 10 GIMBELS' COLLEGE FASHION SHOW AT 2:30 P.M. (See Above).

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DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday August 11- August 12 9:15 A.M.	PREVIEW OF LEATHER COLORS AND FINISHES	ALLIED KID COMPANY	419 FOURTH AVENUE SHOWROOM - 3RD FLOOR
	Allied Kid Co. will preview Resort-Spring-Summer 1954 leather colors and finishes at a showing for press and shoe stylists, Tuesday, Aug. 11 at 9:15 A.M. For buying office fashion coordinators, fashion publicists, department store fashion coordinators, Tuesday, Aug. 11, at 3:30 P.M. For fabric, hosiery and accessory stylists, Wednesday, Aug. 12 at 3:30 P.M. By invitation only. Contact: Helen Caruso, MU. 6-1623.		
August 11	BEST & CO. "OFF-TO-SCHOOL" FASHION SHOW AT 9:45 A.M. (See Page 1).		
Tuesday August 11 11:00 A.M.	PRESS PREVIEW OF BRIDAL FASHIONS	ROSETTE PENNINGTON	20 EAST 56TH STREET SALON - 3RD FLOOR
	Fashions for brides and bridesmaids by Rosette Pennington will be presented to the press. By invitation only. Contact: Ruth English, PL.9-3737.		
Tuesday August 11- Sept. 27	FURNITURE EXHIBIT BY THONET INDUSTRIES	THE MUSEUM OF MODERN ART	3RD FLOOR 11 WEST 53RD STREET
	Exhibition of furniture manufactured by Thonet Industries, Inc. including examples of original bentwood chairs made in the 1830's and the tubular steel chairs designed by Mies van der Rohe, Breuer and Le Corbusier and manufactured by this company in the 1930's. Press preview, Tuesday, Aug. 11 from 2:00 P.M. - 5:00 P.M. Publicity: Elizabeth Shaw, CI. 5-8900.		
Beginning Tuesday August 11	OPENING OF HOLIDAY SEPARATES COLLECTION	HERBERT LABANDTER, INC.	1384 BROADWAY SHOWROOM - 6TH FLOOR
	Opening of Holiday separates collection. Contact: PE. 6-8537.		
Wednesday August 12 9:30 A.M. Breakfast	DISPLAY AND SHOWING OF RESORT COTTONS	HOPE SKILLMAN	1407 BROADWAY SHOWROOM - 29TH FLOOR
	Hope Skillman will present her 10th anniversary collection of Resort and Cruise cottons at an informal showing and display for the press. By invitation only. Publ.: Peggy Eichelsdofer at Hope Skillman, CH. 4-8109.		
Wednesday August 12 9:30 A.M. Coffee	PREVIEW OF FASHIONS FOR TALL GIRLS	LANE BRYANT	10TH FLOOR
	Preview of fashions for tall girls by Lane Bryant. By invitation only. Fashion Director: Paula Miller, LE. 2-0200.		
Thursday August 13 9:30 A.M. Coffee	FALL SHOE PREVIEW FOR THE PRESS	COWARD SHOE, INC.	350 FIFTH AVENUE EXEC.OFFICE-2ND FLOOR
	Presentation to the press of Fall collection of Coward Shoes. By invitation only. Fashion Director: Paula Miller, LE. 2-0200.		
Thursday August 13 11:00 A.M.	PRESS PREVIEW: FALL SHOE COLLECTION	SAKS FIFTH AVENUE	SAVOY PLAZA HOTEL LE CHATEAU-11TH FLOOR
	Preview for the press of Saks Fifth Avenue's Fall shoe collection. By invitation only. Publicity: Carolyn Haight, PL. 3-4000, Ext. 7064.		
Thursday August 13 3:00 P.M.- 6:00 P.M.	RECEPTION TO HONOR CONTEST WINNERS	McCALL CORP.	SAVOY-PLAZA HOTEL LE CHATEAU-11TH FLOOR
	McCall will honor the junior and senior winners of their Spring "Dress-Your-Best" contest. The press will be introduced to the winners from 3:00 P.M. to 4:00 P.M. By invitation only. Contact: MU. 6-4600.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Saturday August 15	NEW PURSE-SIZE FASHION MAGAZINE	CAMEO PUBLICATIONS (37 EAST 28TH ST.)	NEWSSTANDS
	Cameo, a new monthly magazine devoted to fashion and feminine interests, will cover popular price fashions, figure problems, beauty, grooming, home furnishings, homemaking, foods, campus, jobs, travel. Editor: Lillian E. Gray. Price: 15¢. Contact: MU. 3-9412.		
Sunday August 16- August 21	ALLIED LINENS TRADE SHOW	ALLIED LINENS & DOMESTICS ASS'N.	HOTEL COMMODORE
	The Allied Linens and Domestics Association will present ideas for creating new business. Contact: Herbert Swann, 420 Lexington Ave.,LE. 2-9525.		
Sunday August 16- August 21	WINTER & HOLIDAY SHOWINGS IN DALLAS	AMERICAN FASHION ASSOCIATION	BAKER HOTEL DALLAS, TEXAS
	Dallas Winter and Holiday Market showings, sponsored by the American Fashion Association, the market division of the Dallas Chamber of Commerce. Contact: H. W. Stanley, A.F.A., Dallas, Texas.		
August 17	ALTMAN'S COLLEGE FASHION SHOWS FROM 11:30 A.M. to 2:00 P.M. (See Page 1).		
Beginning Monday August 17	OPENING OF HOLIDAY JUNIOR COLLECTION	HORWITZ & DUBERMAN	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
	Horwitz & Duberman will present their Holiday collection at continuous daily showings. Contact: Mr. Ray Horwitz, LO. 4-1860.		
Beginning Monday August 17	HOLIDAY FASHIONS FOR JUNIORS	F.H. SAFIAN & CO.,INC.	1375 BROADWAY SHOWROOM - 9TH FLOOR
	Felix Safian will present Holiday fashions for juniors. Continuous daily showings. Contact: Felix Safian, WI. 7-8448.		
August 18	MARTIN'S (BROOKLYN) BACK-TO-SCHOOL FOR TEENS SHOW AT 10:00 A.M. (See Pg.1).		
Tuesday August 18 11:00 A.M. Buffet	PRESS SHOWING: FALL DRESS COLLECTION	GARLAND FAULKNER	68 EAST 56TH STREET SALON
	Garland Faulkner will present his Fall collection to the press. By invitation only. Publicity: Maud G. Moody, 347 5th Ave., LE. 2-5562.		
Tuesday August 18 12:30 P.M.	BACK FROM VACATION & COLLEGE FASHIONS	SAKS 34TH STREET	3RD FLOOR
	Saks 34th will present back-from-vacation and back-to-college fashions. Press invited. Open to public. Publ.: Frances Eisner, LA. 4-7000.		
Tuesday August 18 12:30 P.M. Luncheon	PRESS PREVIEW OF LEATHER SHOW	TANNERS' COUNCIL OF AMERICA, INC.	WALDORF-ASTORIA PALM ROOM
	Press luncheon showing leather treatments and finishes in new colors for Spring 1954. The 43rd Semi-Annual Leather Show, with displays from about 93 tanning firms, will take place in the Grand Ballroom on Tues.,Aug. 18 from 9:00 A.M.-7:00 P.M. and on Wed., Aug. 19 from 9:00 A.M.-3:00 P.M. By invitation. Publicity: Leif C. Kronen, MU. 6-7950.		
Tuesday August 18 2:00 P.M.	PREVIEW OF RESORT AND SPRING PRINTS	SILK AND RAYON PRINT INSTITUTE	SAVOY PLAZA HOTEL BALLROOM SUITE
	The Silk and Rayon Print Institute will present their preview of Resort and Spring prints, with an exhibit at 2:00 P.M. and cocktails 5:00 P.M.-7:00 P.M. By invitation only. Publicity: Kay Martin, LO. 5-2140.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday August 19 12:00 Noon Buffet	PREVIEW: FALL AND WINTER MILLINERY	GUSTAVO	59 WEST 56TH STREET SALON
	House-warming showing of Gustavo's collection of custom and wholesale Fall and Winter millinery. By invitation only. Publicity: Maud G. Moody, 347 5th Ave., LE. 2-5562.		
August 19	KRESGE-NEWARK COLLEGE FASHION SHOW AT 2:30 P.M. (See Page 1).		
Wednesday August 19 5:45 P.M. Cocktails	PRESS PREVIEW: NEW SEVENTH FLOOR	SAKS FIFTH AVENUE	7TH FLOOR
	Saks Fifth Avenue will have a preview for the press at opening of their new seventh floor. Showing at 6:00 P.M. By invitation only. Publicity: Carolyn Haight, PL. 3-4000, Ext. 7064.		
August 19	NATIONAL AVIATION DAY (Wednesday).		
Thursday August 20 9:30 A.M. Coffee	PRESS PREVIEW OF BRIDAL FASHIONS	BEST & CO.	3rd FLOOR BRIDAL SALON
	Best's Fall and Winter bridal fashions will be presented at a preview for the press. By invitation only. Publicity: Gay Stearns, PL. 9-2000.		
Thursday August 20 1:00 P.M.- 5:00 P.M. Punch	PREVIEW OF RESORT-SPRING FABRICS	M. LOWENSTEIN & SONS, INC. (43 LEONARD STREET)	ASSOC. AMER. ARTISTS GALLERIES-711 5 AVE.
	Preview for press and trade of M. Lowenstein's signature fabrics for Resort-Spring 1954, designed by painter members of the Associated American Artists. Contact: Ronna Monell at Lewin Williams & Saylor, 40 E. 49th St., MU. 8-6200 or Bill Stocking at M. Lowenstein, BE. 3-8000.		
August 24	ALEXANDER'S CAMPUS & CAREER FASHION SHOW AT 10:30 A.M. (See Page 1).		
Tuesday August 25 11:00 A.M.	PRESS PREVIEW OF CUSTOM MILLINERY	MILGRIM	6 WEST 57TH STREET SALON-6TH FLOOR
	Presentation of Milgrim's custom millinery at a showing for the press. By invitation only. Publ.: Maud G. Moody, 347 5th Ave., LE. 2-5562.		
Tuesday August 25 2:30 P.M.	FALL FASHIONS BY KENN BARR OF CASINO	RUSSEKS FIFTH AVENUE	7TH FLOOR
	Russeks will present Fall fashions by Kenn Barr of Casino Classics. Press invited. Open to public. Publicity: Florence Lord, WI. 7-1900.		
Beginning Tuesday August 25	OPENING OF HOLIDAY DRESS COLLECTION	TED BROWN, INC.	1400 BROADWAY SHOWROOM-8TH FLOOR
	The Holiday dress collection, designed by Frances Prisco for Ted Brown, will be shown daily. Contact: PE. 6-2642.		
Beginning Tuesday August 25	OPENING OF HOLIDAY COLLECTION	HENRY ROSENFELD	498 SEVENTH AVENUE SHOWROOM-2ND FLOOR
	Henry Rosenfeld will present his Holiday dress collection at continuous daily showings. Contact: Sally Sober, LO. 5-0400.		
Wednesday August 26 9:30 A.M. Coffee	PRESS PREVIEW: FALL FASHIONS FOR "CHUBBIES"	LANE BRYANT	10TH FLOOR
	Presentation to the press by Lane Bryant of Fall fashions for "Chubbies." By invitation only. Fashion Director: Paula Miller, LE. 2-0200.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday August 27 9:30 A.M. Breakfast	PRESS PREVIEW OF "LONDON LOOK" COLLECTION	PECK & PECK	6TH FLOOR
	A presentation of fashions designed by the London Couture in Peck & Peck's own Scottish tweeds at a breakfast for the press. By invitation only. Publicity: Mrs. D. J. Todd, OR. 3-4700.		
Thursday August 27 3:30 P.M. Cocktails	PRESS PREVIEW OF 1954 SWIMSUITS	FLEXEES, INC.	417 FIFTH AVENUE SHOWROOM-6TH FLOOR
	"SeaMolds" by Flexees 1954 swimsuit collection. Showing at 4:00 P.M. (Note Change of Date & Time.) By invitation. Publ.: Sandra Kahn, MU.9-2100.		
Friday August 28 2:30 P.M. Champagne	"STOW-AWAY" PARTY ABOARD SHIP	HERBERT MEYER, INC. (1441 BROADWAY)	S. S. NASSAU PIER 42, NORTH RIVER
	Presentation of Herbert Meyer "Bon Voyage" cottons at a party for press, buyers and fashion coordinators; also drawing for winner of cruise to Nassau; entertainment by Katherine Dunham School dancers and other guest celebrities. By invitation only. Contact: Ruth Branigan at Herbert Meyer, LO. 5-2866. Publicity: Ken R. Williams, JU. 6-8217.		
Beginning Wednesday Sept. 2	CALIFORNIA CRUISE WEAR OPENINGS	CALIFORNIA SWIMSUIT FIRMS	LOS ANGELES, CALIFORNIA
	Sept. 1: Holmes of California. Sept. 2: Rose Marie Reid. Sept. 3: Cole of California; Marjorie Montgomery. Sept. 4: Tabak of California; Georgia Kay; Pat Premo. Sept. 8: Caltex of California (N.Y. press show Sept. 17. See Page 8); Junior Time. Sept. 11: Catalina, Inc. Sept. 15: Sun Fun. Contact individual firms.		
Monday Sept. 7- Sept. 8	ANNUAL FASHION AWARDS AT EXPOSITION IN DALLAS	NEIMAN-MARCUS	DALLAS, TEXAS
	The Neiman-Marcus awards for distinguished service will be presented to five personalities in the fashion field: Marchesa Olga di Gresy of Italy, creator of knitted Mirsa sweaters and sweater coats; Charles James, American designer; Gilbert and Helene Orcel, the Paris milliners; and Ben Sommers of Capezio. Fashion show will be followed by a formal ball on Monday evening. Exposition open to public Tuesday evening. Net proceeds to Dallas Museum of Fine Arts. Contact: Kay Kerr, LO. 4-1200 in N.Y.; or Marihelen McDuff at Neiman-Marcus, Dallas, Texas.		
Sept. 7	LABOR DAY (Monday).		
Beginning Tuesday Sept. 8 10:30 A.M.	OPENING OF IMPORT & HOLIDAY COLLECTIONS	MIGNON	498 SEVENTH AVENUE SHOWROOM-9TH FLOOR
	"Paris In New York"--showing of Mignon's collection of imports from Paris together with their Holiday group of cocktail dresses. Daily at 10:30 A.M., 1:30 P.M. and 3:30 P.M. Contact: Florence Farmer, BR. 9-5991.		
Tuesday Sept. 8 12:30 P.M. Luncheon	FALL COATS AND SUITS AT LUNCHEON SHOW	HARRY FRECHTEL	WALDORF-ASTORIA STARLIGHT ROOF
	Luncheon showing of Fall coats and suits by Schiaparelli and Harry Frechtel. Fashions available at Lord & Taylor. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Harry Frechtel Contact: Herman Rothman, PE. 6-1310. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE

PRESS OPENINGS: FALL CUSTOM-ORDER COLLECTIONS PREVIEWS FOR MEMBERS OF THE PRESS WHO HAVE BEEN SPECIFICALLY INVITED AND NOTIFIED.

Tuesday Sept. 8	HATTIE CARNEGIE At 3:00 P.M.	42 EAST 49TH ST.	PUBL.: BRIDGET DAVISSON	PL. 5-2600
Tuesday Sept. 8	BERGDORF GOODMAN At 5:30 P.M.	745 FIFTH AVE.	PUBL.: FLORENCE NEFF	PL. 3-7300
Wednesday Sept. 9	SAKS FIFTH AVE. At 2:30 P.M.	611 FIFTH AVE. (Designed by Sophie)	PUBL.: CAROLYN HAIGHT	PL. 3-4000
Monday Sept. 14	HENRI BENDEL At 10:30 A.M.	10 WEST 57TH ST. (Also French Imports)	PUBL.: FRANCES ANDERSON	CI. 7-1100
Tuesday Sept. 15	ELIZABETH ARDEN At 3:00 P.M.	691 FIFTH AVE.	PUBL.: RASPONI ASSOC.	TE. 8-8171

Beginning Tuesday Sept. 8	RESORT OPENINGS IN LOS ANGELES	RESORT WEAR GUILD	INDIVIDUAL SHOWROOMS

The following California manufacturers will present their Resort lines in Los Angeles: Adele of California; Alex Coleman; Jeanette Alexander; Casual Time; Colony Casuals (Junior Time); Michael Originals; Georgia Kay; Dan Gertsman; Jeri Holmes; John Roberts; Junior Miss of California; Lucinda; Addie Masters; Maurice Handler of California; Madalyn Miller; Marjorie Montgomery of California; Roberts Mfg. Co.; W.J. Schminke & Assoc. (Pat Premo); Sir James; Tabak of California; Zolot of California. Contact: California Apparel Creators, 740 So. Broadway, Los Angeles, Calif.

Beginning Tuesday Sept. 8	OPENING OF JUNIOR HOLIDAY COLLECTION	JERRY GREENWALD, INC.	1400 BROADWAY SHOWROOM - 29TH FLOOR

Jerry Greenwald will present their Holiday collection for juniors, with continuous daily showings. Contact: Seymour Greenwald, LO. 5-4850.

Wednesday Sept. 9 10:30 A.M.	PRESS PREVIEW OF HOWARD GREER COLLECTION	JAY THORPE	4TH FLOOR

Jay Thorpe will invite the press to meet Howard Greer of California and to preview his Fall collection. By invitation only. Mr. Greer will also be at customer showing Friday, Sept. 11 at 2:30 P.M. Publicity: Dorothy Coburn, JU. 6-1000.

Cancelled Sept. 9 — CHANDA'S PRESS PREVIEW OF FALL MILLINERY, ORIGINALLY SCHEDULED FOR WEDNESDAY, SEPT. 9 AT 12:00 NOON, HAS BEEN CANCELLED.

Wednesday Sept. 9 1:00 P.M. Luncheon	FASHIONS AT LUNCHEON SHOW	RUSSEKS FIFTH AVENUE	HOTEL PLAZA TERRACE ROOM

Fashion Show of Russeks' imports during luncheon. (Note Change of Date). Press by invitation. Public by reservation; contact: PL. 9-3000, Ext.176. Russeks Publ.: Florence Lord, WI. 7-1900. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.

Sept. 9 — SAKS FIFTH AVENUE'S CUSTOM COLLECTION FOR PRESS AT 2:30 P.M. (See Above).

Sept. 10-11 — ROSH HASHONAH -- FIRST TWO DAYS OF JEWISH NEW YEAR (Thursday and Friday).

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday Sept. 10 11:00 A.M.	PRESS PREVIEW OF IMPORT COLLECTION	BERGDORF GOODMAN	4TH FLOOR
	Preview of Bergdorf Goodman's French and Italian import collection of dresses and millinery. By invitation. Publ.: Florence Neff, PL. 3-7300.		
Friday Sept. 11 12:30 P.M. Luncheon	TATIANA DU PLESSIX CUSTOM MILLINERY SHOW	SAKS FIFTH AVENUE	SAVOY PLAZA LE CHATEAU-11TH FLOOR
	Press showing of Tatiana du Plessix' Fall and Winter custom millinery. By invitation only. Publicity: Carolyn Haight, PL. 3-4000, Ext. 7064.		
Beginning Sunday Sept. 13- Sept. 17	CRUISE & RESORT WEAR WEEK IN MIAMI	MIAMI FASHION COUNCIL	RONEY PLAZA HOTEL MIAMI BEACH, FLORIDA
	"Miami Fashion Derby" will be the race track theme of the Miami Fashion Council's showing of Cruise and Resort wear from approximately sixty-five member manufacturers. For trade and fashion press. Contact: Mr. Jay E. Kashuk, Executive Director, Miami Fashion Council, Chamber of Commerce Building, Miami 32, Florida.		
Sept. 14	HENRI BENDEL'S CUSTOM COLLECTION FOR PRESS AT 10:30 A.M. (See Page 6).		
Monday Sept. 14 1:00 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW	ZITA, INC. (755 MADISON AVE.)	HOTEL PLAZA TERRACE ROOM
	Showing of Zita's Fall fashions during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Zita contact: RE. 4-0101. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.		
Monday Sept. 14 4:30 P.M. Cocktails	PREVIEW: FALL CUSTOM-ORDER & READY-TO-WEAR	ELEANORA GARNETT	47 EAST 51ST STREET SALON
	The Fall custom-order and ready-to-wear collection will be presented to the press by Mme. E. Garnett. By invitation only. Showing to customers, Tuesday, Sept. 15 at 2:30 P.M. Publicity: Austin Wilder, EL. 5-5275.		
Tuesday Sept. 15 9:30 A.M. Breakfast	PREVIEW OF 1954 SWIMSUIT COLLECTION	JANTZEN KNITTING MILLS (350 FIFTH AVENUE)	HOTEL PIERRE COTILLION ROOM
	Jantzen will present a preview of their 1954 swimsuit collection. By invitation only. Publicity: Mr. Dana Blackmar at Jantzen, LO. 4-2820.		
Tuesday Sept. 15 10:30 A.M. Breakfast	PRESS PREVIEW: FASHIONS FOR TALL GIRLS	TALL WEAR BY SYLVIA (13 EAST 47TH ST.)	HOTEL ROOSEVELT
	Tall Wear will present a press preview of Fall fashions for tall girls, styled by Sylvia, featuring three tall types. (Note Change of Date). By invitation only. Publ.: Helen Horchler at Frank Best & Co., CI. 7-6760.		
Sept. 15	ELIZABETH ARDEN'S CUSTOM COLLECTION FOR PRESS AT 3:00 P.M. (See Page 6).		
Wednesday Sept. 16 9:00 A.M. Coffee	FALL FASHION PREVIEW FOR PRESS	BLOOMINGDALE'S	3RD FLOOR GREEN ROOM
	Bloomingdale's will preview their Green Room collection of Fall ready-to-wear, including coats, suits and dresses. By invitation only. Contact: Margaret de Mille, EL. 5-6400, Ext. 695.		
Wednesday Sept. 16 11:00 A.M.	PREVIEW: BERNARD NEWMAN'S READY-TO-WEAR COLLECTION	BERGDORF GOODMAN	3RD FLOOR
	Press preview of Bernard Newman's Fall ready-to-wear originals. By invitation only. Publicity: Florence Neff, PL. 3-7300.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday Sept. 17 9:00 A.M. Breakfast	PREVIEW: CALTEX 1954 SWIMSUIT COLLECTION	CALTEX OF CALIFORNIA	417 FIFTH AVENUE SHOWROOM
	The Caltex of California 1954 swimsuit collection will be introduced to the N.Y. press at breakfast on Thursday, Sept. 17 at 9:00 A.M. By invitation only. Publicity: Sandra Kahn, MU. 9-2100.		
Thursday Sept. 17- Sept. 27 11:00 A.M.- 11:00 P.M.	1953 NATIONAL HOMEFURNISHINGS SHOW	NAT'L HOMEFURNISHINGS SHOW, INC.	GRAND CENTRAL PALACE
	A live demonstration by members of the United States Potters' Association will be a feature of the Fifth Annual Homefurnishings Show; and "Interiors-International" will be the theme of the full floor exhibit by the New York Chapter of the American Institute of Decorators. Other related merchandise shown will include furniture, fabrics, glassware, linens, carpeting, decorative accessories and allied lines. Admission: $1.50. Director of Show: S. Robert Elton. Publicity: Nan Morrison or Gladys Bennett, Harold J. Siesel Co., 216 E. 49th St., PL. 9-6440.		
Thursday Sept. 17 12:00 Noon Luncheon	IMPORT COLLECTIONS AT LUNCHEON SHOW	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	WALDORF-ASTORIA BALLROOM
	Fall presentation of import collections. (More details later). Contact: The Fashion Group, CI. 7-3940.		
Sept. 19	YOM KIPPUR - JEWISH DAY OF ATONEMENT (Saturday).		
Monday Sept. 21 1:00 P.M. Luncheon	LUNCHEON FASHION PRESENTATION	GIMBELS	HOTEL PLAZA TERRACE ROOM
	Gimbels will present a fashion show during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000. Gimbels Publ.: Alan Koehler, LO. 5-1500, Ext. 600. Plaza Fashion Dir.: Mary Alice Rice, CI. 6-1790.		
Tuesday Sept. 22 12:30 P.M. Luncheon	FATH-HALPERT FASHIONS AT LUNCHEON SHOW	GUNTHER JAECKEL	WALDORF-ASTORIA EMPIRE ROOM
	Showing of Jacques Fath Fall collection, designed for Joseph Halpert and available at Gunther Jaeckel. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Gunther Jaeckel Publ.: Carole Paley, PL. 5-7000. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.		
Tuesday Sept. 22 2:30 P.M.	SHOWING OF FALL FASHIONS	MARTIN'S (BROOKLYN)	3RD FLOOR
	Martin's will present their Fall collection of ready-to-wear including coats, suits and dresses. Press by invitation. Open to public. Publicity: Rita Dobbins, TR. 5-3100, Ext. 355.		
Wednesday Sept. 23 10:00 A.M.	PREVIEW: FALL FASHIONS BY IRENE OF HOLLYWOOD	GUNTHER JAECKEL	10 EAST 57TH STREET SALON - 3RD FLOOR
	Gunther Jaeckel's press preview of Fall fashions by Irene of Hollywood. By invitation only. Publicity: Carole Paley, PL. 5-7000.		
Wednesday Sept. 23 12:30 P.M. Luncheon	SEYMOUR FOX FASHIONS AT LUNCHEON SHOW	MILGRIM	WALDORF-ASTORIA EMPIRE ROOM
	Showing of Seymour Fox coats and suits for Fall during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Seymour Fox Publicity: Ann R. Silver Assoc., 551 5th Ave., MU. 7-8654. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday Sept. 24 1:00 P.M. Luncheon	FALL FASHIONS BY JUNIOR LEAGUE FROCKS	DE PINNA	HOTEL PLAZA TERRACE ROOM
	Luncheon presentation of Fall fashions by Junior League Frocks, available at De Pinna. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. De Pinna Publicity: Gene Loyd, MU. 8-2000. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.		
Tuesday Sept. 29 12:30 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW	ARNOLD CONSTABLE	WALDORF-ASTORIA EMPIRE ROOM
	Showing of Arnold Constable's Fall fashions during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Arnold Constable Publicity: Gloria Geis, MU. 5-2300. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.		
Tuesday Sept. 29 9:00 P.M.	SECOND WINTER & HOLIDAY MILLINERY FASHION SHOW	MILLINERY STAB. COMM. MILLINERY FASHION BUR.	HOTEL ASTOR BALLROOM
	Second Winter and Holiday millinery fashion show. By invitation only, for buyers, merchandise managers and store owners. Contact: LO. 4-7800.		
Wednesday Sept. 30 12:30 P.M. Luncheon	HANDKNIT FASHIONS AT LUNCHEON SHOW	MIMI PEARCE (23 EAST 67TH ST.)	HOTEL PIERRE COTILLION ROOM
	Luncheon showing of Mimi Pearce's handknit fashions. Press by invitation. Public by reservation; contact: TE. 8-8000. Mimi Pearce contact: RE.7-8110. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.		
Thursday Oct. 1 1:00 P.M. Luncheon	ELFREDA-FOX FASHIONS AT LUNCHEON SHOW	JAY THORPE	HOTEL PLAZA TERRACE ROOM
	Jay Thorpe will present Fall fashions by Elfreda Fox during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext.176. Jay Thorpe Publicity: Dorothy Coburn, JU. 6-1000. Plaza Fashion Director: May Alice Rice, CI. 6-1790.		
Beginning Monday Oct. 5	RESORT-SPRING LINES BY SPORTSWEAR GUILD	THE SPORTSWEAR GUILD	MANUFACTURERS' SHOWROOMS
	The members of the Sportswear Guild will introduce their Resort-Spring lines during the week beginning Monday, Oct. 5. Members include:		
	ADLER & ADLER, INC.	DAVID M. GOODSTEIN, INC.	SPORT-CRAFT, INC.
	DAVIDOW	KANE-WEILL	STAR-MAID DRESSES
		ZOLTAN ROSENBERG	
	Contact Individual Manufacturers.		
Beginning Monday Nov. 2	SPRING OPENINGS OF FOGA LINES	FASHION ORIGINATORS' GUILD OF AMERICA, INC.	MANUFACTURERS' SHOWROOMS
	Individual dates will be announced later. Members include:		
	LARRY L. ALDRICH CO.INC.	FRED GREENBERG DRESS	BEN REIG, INC.
	HANSEN BANG, INC.	JOSEPH HALPERT, INC.	RUDOLF GOWNS
	BEN BARRACK, INC.	HORWITZ & DUBERMAN	MARTIN SIMON, INC.
	HARVEY BERIN, LTD.	INTERNATIONAL DRESS	HERBERT SONDHEIM, INC.
	CAPRI FROCKS, INC.	J L F ORIGINAL, INC.	FRANK STARR, INC.
	ELFREDA-FOX, INC.	NAT KAPLAN, INC.	SUZANNE-AUGUSTINE
	ED GERRICK, INC.	DAVID LEVINE CO.	TALMACK, INC.
	A. GOODMAN & CO., INC.	PAUL PARNES CORP.	HANNAH TROY, INC.
	GRABOIS	PARNIS-LIVINGSTON, INC.	SAMUEL WINSTON, INC.
	Contact: Leonard W. Gendler, Executive Secretary, CH. 4-6945.		

MOVIES...MUSIC...THEATRE...BALLET

Thursday August 13 — PREMIERE: "THE WAR OF THE WORLDS" (Movie) MAYFAIR THEA., 7TH AVE. & 47 ST. Paramount Technicolor Production (on a panoramic screen of stereophonic sound) of the H. G. Wells novel about an invasion of the Earth of Martians. Starring: Gene Barry, Ann Robinson, Cedric Hardwicke, Les Tremayne. Producer: George Pal. Director: Byron Haskin. Costumes: Edith Head. Paramount Publicity: Maria van Slyke, BR. 9-8700.

Friday August 14 — PREMIERE: "INFERNO" (Movie) GLOBE THEATRE, B'WAY & 46TH STREET 20th Century-Fox 3-D Technicolor production about a man worth $32 million who is left injured in the desert by his faithless wife. Starring: Robert Ryan, Rhonda Fleming, William Lundigan. Producer: William Bloom. Director: Roy Baker. Costumes: Dorothy Jeakins. 20th Century Publicity: Ed Feldman, CO. 5-3320.

Tuesday Sept. 8 — OPENING: "ANNA RUSSELL AND HER LITTLE SHOW" VANDERBILT THEA., 148 W.48 ST. Eastman Boomer and Arthur Klein will present Anna Russell and her revue with Joseph Scandur, Jean-Louis Destine and his Haitian dance troupe. Director: Arthur Klein. Publicity: Joe Heidt, MU. 3-0760.

Beginning Thursday Sept. 10-Sept. 20 — OPENING: "ICE CAPADES OF 1954" MADISON SQUARE GARDEN, 8TH AVE. & 49TH ST. John H. Harris will present his yearly edition of "Ice Capades" with a cast of 187; featuring a capsule production of "Snow White and the Seven Dwarfs". Tickets: $1.50-$5.00. Publicity: Dorothy Jenkins, CO. 5-6800.

Beginning Sunday Sept. 13 — OPENING: "SADLER'S WELLS BALLET" METROPOLITAN OPERA HOUSE, B'WAY AT 39 ST. S. Hurok will present the Sadler's Wells Ballet for four weeks only, featuring: Margot Fonteyn, Violette Elvin, Rowena Jackson, Beryl Grey, Nadia Nerina, Michael Somes. Sunday, Sept. 13: Swan Lake. Tuesday, Sept. 15: Swan Lake. Wednesday, Sept. 16: The Sleeping Beauty. Thursday, Sept. 17: The Sleeping Beauty. Friday, Sept. 18: The Shadow (Premiere), Homage (Premiere), Les Patineurs. Saturday, Sept. 19, Mat. & Eve.: Swan Lake. Sunday, Sept. 20, Mat. & Eve.: Swan Lake. Tickets: $1.20 - $6.00. Contact: Michael Sweeley, Hurok Attractions, Inc., 711 Fifth Ave., PL. 9-6000.

Thursday Sept. 17 — OPENING: "A PIN TO SEE THE PEEP SHOW" PLAYHOUSE THEA., 137 W. 48TH ST. Nancy Davids will present Joan Miller in a British murder drama by E. M. Harwood and F. T. Jesse. Director: Peter Cotes. Costumes: Ruth Morley. Publicity: Richard Maney, CI. 7-4646.

Wednesday Sept. 30 — OPENING: "TEA AND SYMPATHY" ETHEL BARRYMORE THEA., 243 W. 47 ST. Playwrights' Company, in association with Mary K. Frank, will present Robert Anderson's new play starring Deborah Kerr with Leif Erikson and John Kerr. Director: Elia Kazan. Sets: Jo Mielziner. Costumes: Anna Hill Johnstone. Publicity: William Fields, CI. 5-7930.

Thursday Oct. 15 — OPENING: "TEAHOUSE OF THE AUGUST MOON" MARTIN BECK THEA., 302 W. 45 ST. Maurice Evans and George Schaeffer will present the John Patrick comedy, based on the novel by Vern Sneider, about Okinawa during the war. Starring: David Wayne and John Forsythe. Director: Robert Lewis. Publicity: Sol Jacobson, CH. 4-1482.

Wednesday Nov. 4 — OPENING: "KIND SIR" ALVIN THEATRE, 250 WEST 52ND ST. Joshua Logan will present and direct the Norman Krasna comedy starring Mary Martin and Charles Boyer, with Dorothy Stickney, Margalo Gilmore, Frank Conroy, Robert Ross. Scenery: Jo Mielziner. Costumes: Mainbocher. Publicity: Leo Freedman, CH. 4-7250.